

The organization (re)invented by its blogs

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Introduction

- 📌 How interactions in organizational blogs can participate in the emergence of the organization itself?
- 📌 Theoretical background: social media definitions, uses of organizational blogs, Montreal School and Actor-Network Theory
- 📌 Participatory media (Rheingold) X Social Media







Social media as an a priori explanation?

- 📌 Blogs are among the earliest and most popular forms of social media (Kaplan and Haenlein, 2010; Woo-Young and Park, 2012)
- 📌 Social media: mostly based on prototypical definitions; should not be mistaken with Web 2.0 and User-generated-content.

Social media as an a priori explanation?

- 📌 What is social?
- 📌 Actor-Network Theory (ANT) X Sociology of the Social (Latour, 2005)
- 📌 Social media as mediators: they make a difference in the ongoing associations

Organizational blogs as participatory media

-  Organizational (or corporate) blogs
 -  highlight the potential of blogs to influence publics
 -  humanize the organization
 -  trespass distances imposed by official communication
 -  manage reputation and crisis
 -  enable knowledge management processes

(Kent, 2008; Kelleher and Miller, 2006; Schultz, Utz, and Göritz, 2011; Sweetser and Metzgar, 2007; Efimova, 2009; Xifra and Huertas, 2008; Kaiser and Müller-Seitz, 2005).

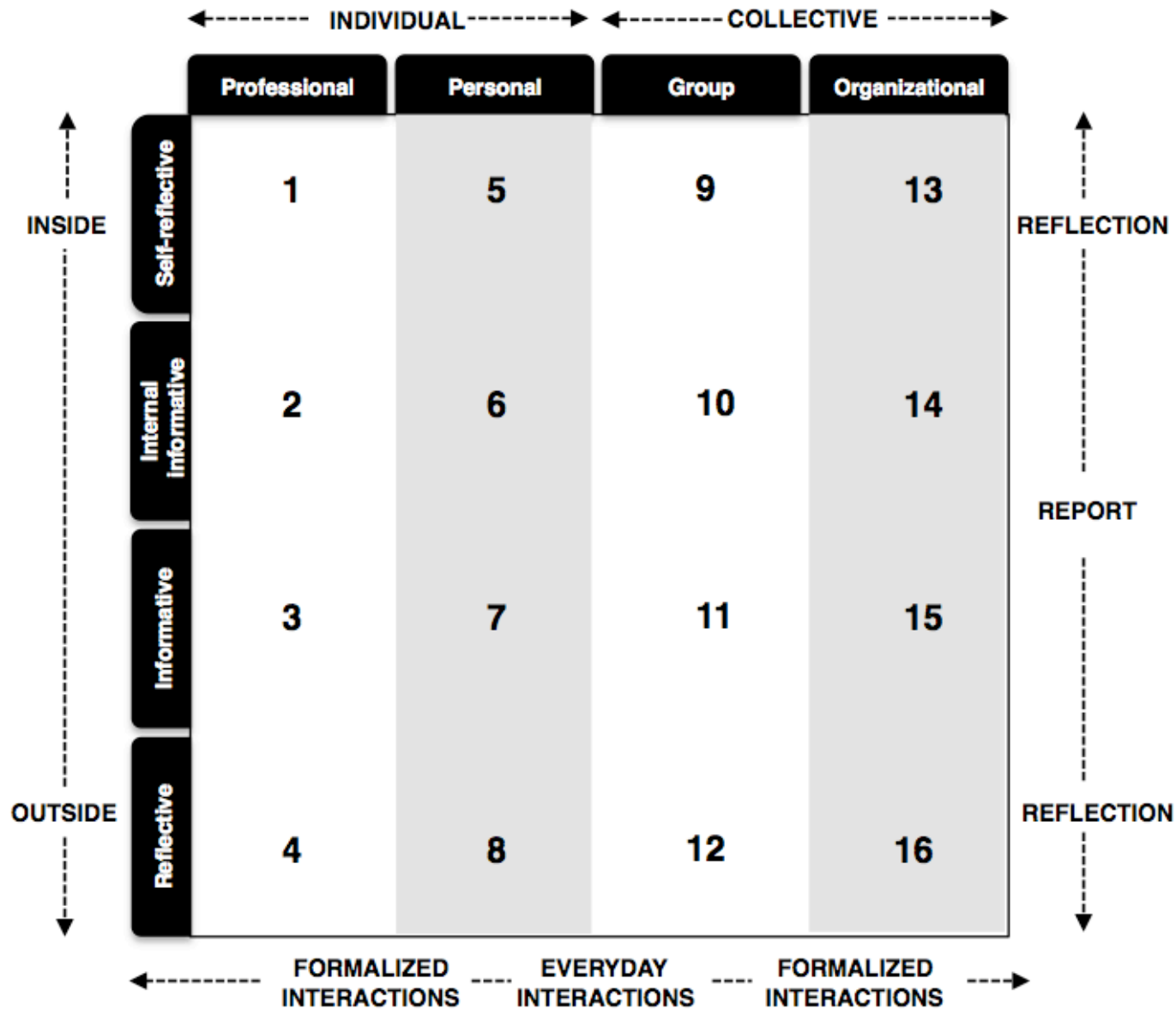
Organizational blogs as participatory media

- 📌 Blogs allow different people to interact through texts, from employees to the public at large.
- 📌 Blogs affordances not just enable the publishing of texts and conversations, but also constrain communication.

Organizational blogs and genre theory

- 📌 Matrix for the typification of blogs genres (Primo, 2010) .
- 📌 Genres as relatively stable types of utterances (Bakhtin, 1986).
- 📌 Primo's taxonomy understands that blogs are media and posts are utterances that may enable the manifestation of several genres.

Blog genre matrix



Organizational blog genres

Organizational self-reflective

- 0 private or public blogs with posts that reflect on the activities of the organization itself, such as discussions on the strengths and risks of ongoing projects or the services and goods that it offers.

Organizational internal informative

- 0 blog typically focused on the publication of objective news about its products and services (external focus) and messages about the operation and strategies of the organization (internal focus).




Organizational informative

- 0 publications on issues that the organization considers relevant about the area in which it operates, without expressing its opinion. Internally, it can be used for archiving information about competitors and news about its segment.


Organizational reflective

- 0 the organization manifests its opinions about topics of interest—but not their own matters.


The organization according to The Montreal School

-  The view of organizations as “stable, objective entities with clear boundaries, structures and identities” have been questioned since the 1980s (Cooren, Brummans and Charrieras, 2008, p. 1340).
-  Increasing attention has been given to the organization’s discursive construction.
-  According to Taylor and Every (1999), organization emerges from from text-conversation dynamics.

The Montreal School

 The basis for organization-as-conversation is interaction

0 Since blogs register textual interactions, they can be actants in the sense that they actively participate in associations that shape the organization

 The basis of organization-as-text is symbolic description.

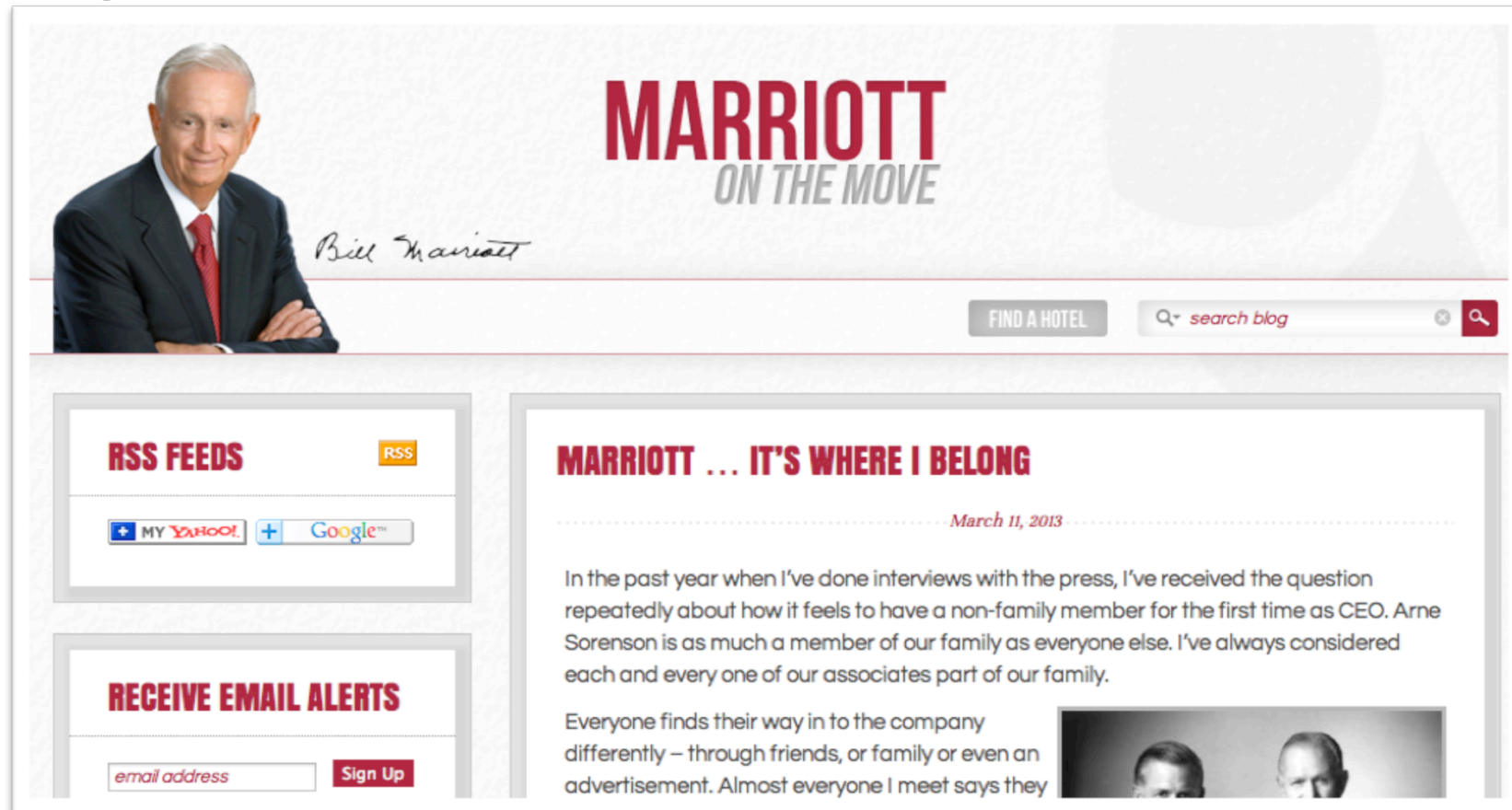
0 “Text is the product of the conversational process, but it is also its raw material and principal preoccupation. Together, then, conversation and text form a self-organizing loop” (Taylor and Every, 1999, p. 210).

Textual conversations in organizational blogs

- 📌 How the textualization-conversation dynamics take place in the four organizational blog genres?



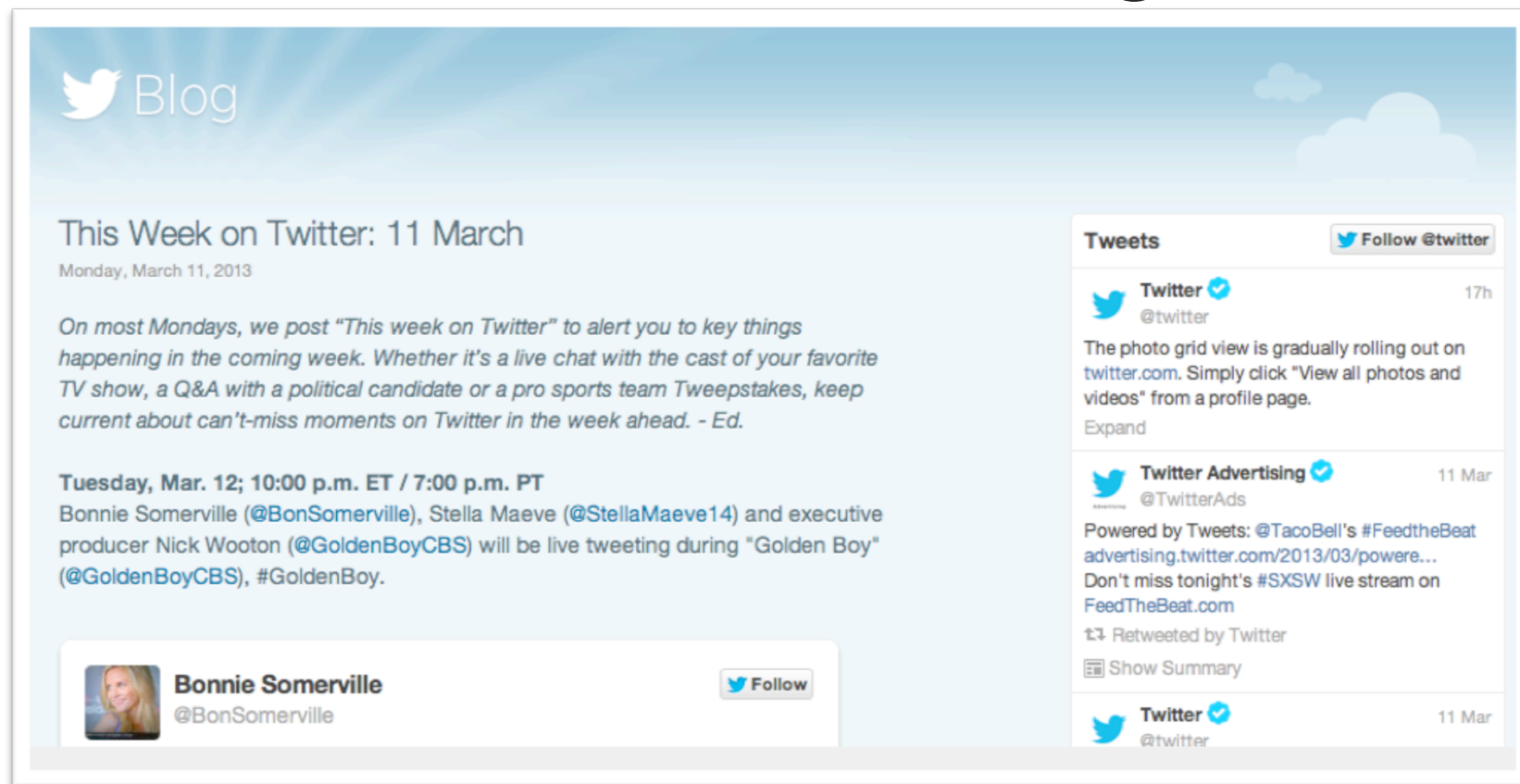
Organizational self-reflective blog



📌 “Marriott on the Move” is a blog maintained by Bill Marriott, Executive Chairman of Marriott International

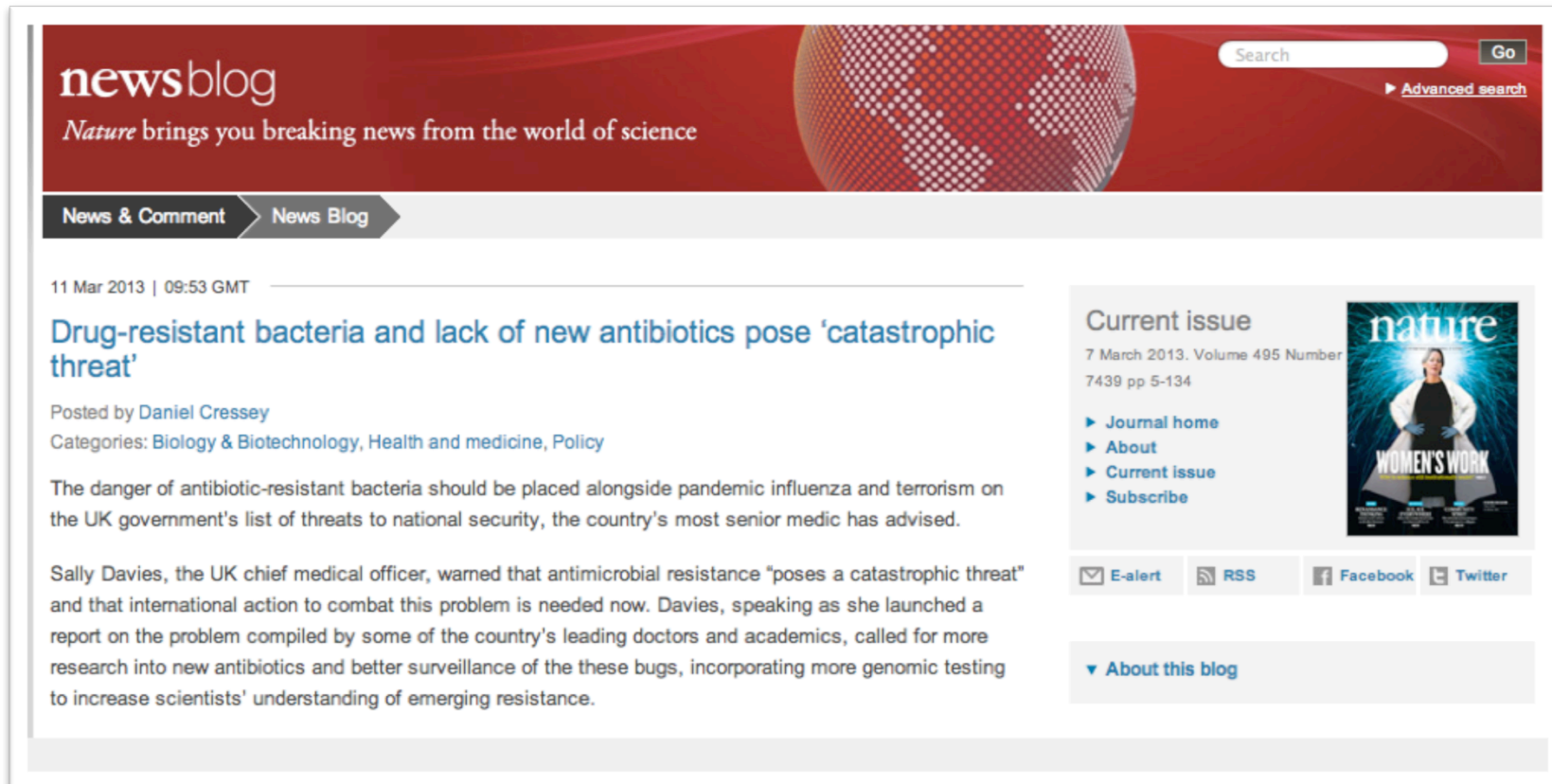
📎 He uses the blog to reflect about his career running Marriott and about the company itself

Organizational internal informative blog



- 📌 “Twitter Blog” is used to post news and information about the company’s products and releases.
- 📎 Content is mostly informative and about the company itself.

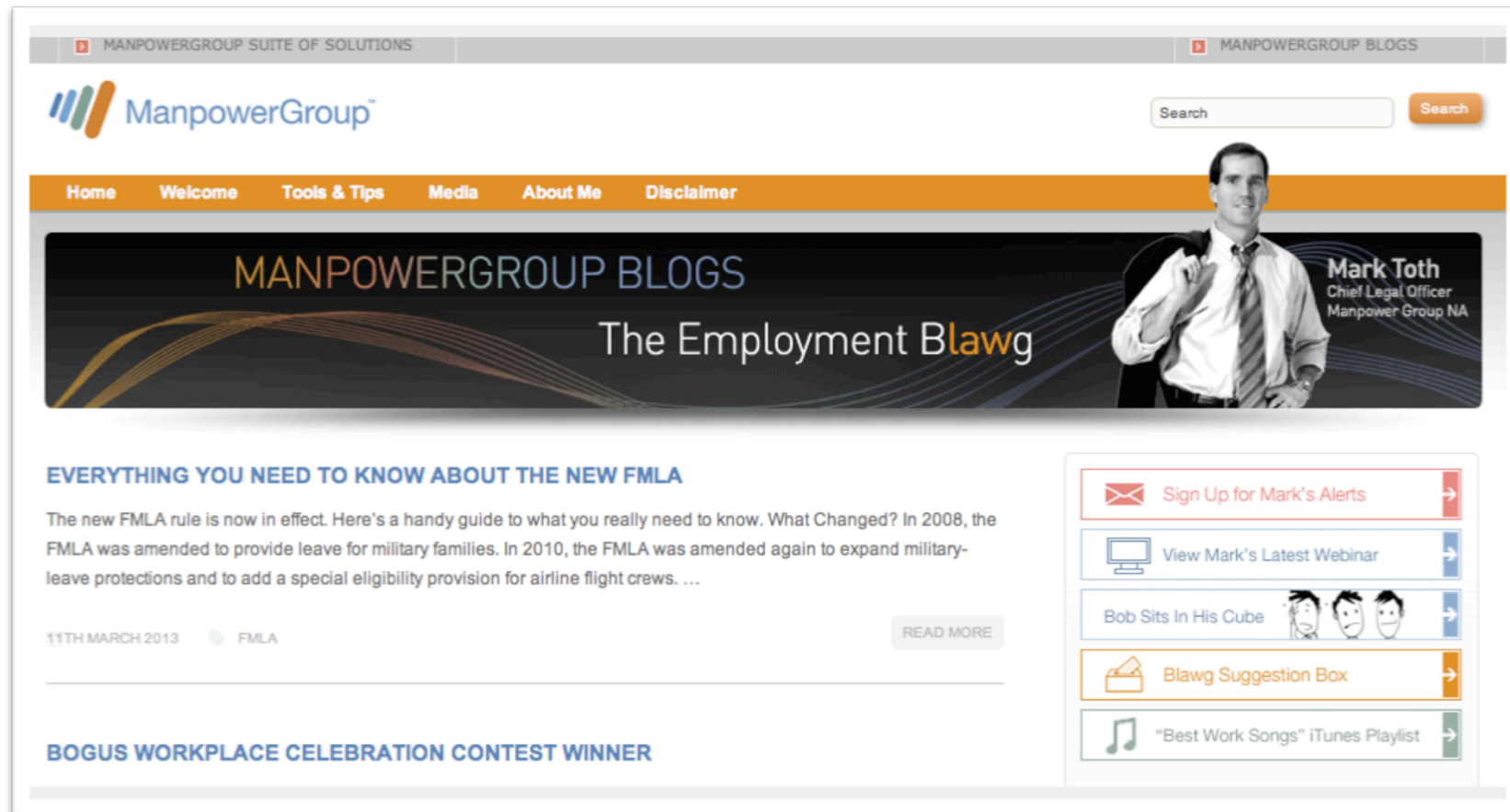
Organizational informative blog



📌 Nature's "News Blog" brings breaking news from the world of science.

📌 Thus, it can be seen as an informative blog about the field of expertise of Nature.

Organizational reflective blog



- 📌 “The Employment Blawg” is a blog from the ManpowerGroup that discusses employment laws.
- 📎 It is aimed at discussing a topic related to field of the organization, not about the organization itself.

Conclusion

- 📌 In addition to their potential for promotion and relationship with the publics, blogs must be acknowledged as co-creators of the organization.
- 📌 Organizational blogs, as participatory media, need to be recognized as actants in the network, which actively engage in the collective and continuous “invention” of the organization.

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